

Subject: CCA Delivers: Perla Groundbreaking, Housing and more
From: "Central City Association" <toh@ccala.org>
Date: 09/21/2017 05:38 PM
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[Image](#)

September 21, 2017
CCALA.org

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- Perla Groundbreaking
- Housing, Land Use and Development Committee
- Core Building Standards
- State Housing Legislation
- Draft Assessment of Fair Housing
- Sixth Street PARC Conceptual Design Selection
- Church & State Celebrates Nine Years

[Image](#)

Tuesday, 9/26, 5 - 7 pm
Mix & Mingle
Karl Strauss

Thursday, 10/5, 11:45 am - 1:30 pm
Executive Committee Meeting with Council President Wesson
The California Club

Thursday, 10/19, 11 am - 1:30 pm
Tourism Panel & Showcase
JW Marriott LA at LA LIVE

Friday, 10/20, 9 am - 12 pm
Community Exchange Day
Chrysalis

Friday, 11/17, 11 am - 1 pm
Women's Networking Event
Kendra Scott at the Point

[Image](#)

Friday, 9/22
YMCA Stair Climb at the US Bank Tower

Thursday, 9/28, 11:30 am - 1:30 pm
DCBID 18th Annual Public Safety Appreciation BBQ

Friday, 11/3, 7 am - 2 pm
LA Business Council Mayoral Housing, Transportation and Jobs Summit

Thursday, 11/9, 6 pm
The Midnight Mission 17th Annual Golden Heart Award

Wednesday, 11/15 - Sunday, 11/19
La CoMotion
(Use this link for a 30% savings for CCA members)

Thursday, 11/30, 6 pm - 10 pm
Skid Row Housing Trust - Trust in Sound Benefit

Perla Groundbreaking

[Image](#)

Today, **Jessica Lall**, CCA's President & CEO, spoke at the groundbreaking ceremony of Perla on Broadway with **Councilmember Huizar** and **Blair Besten, Historic Core BID**. This 35-story building is being developed by **Shanghai Construction Group** and designed by **CallisonRTKL**. It will add 450 condominium units with parking and street-front retail space. Lall spoke about how Perla will enhance the vibrancy of DTLA as it brings many new people to DTLA to live, work and play.

Housing, Land Use and Development Committee

At this week's Housing, Land Use and Development Committee, members supported two exciting new projects and heard from **Councilmember Joe Buscaino** regarding his vision for San Pedro.

CityView is developing a proposed mixed-use complex at the corner of Adams Boulevard and Grand Avenue by the Expo Line's LATTC/Ortho Institute Station. The project will consist of a seven-story building featuring 296 studio, one- and two-bedroom apartments (including 25 very low income units) above 5,000 square feet of retail and restaurant space. The project is being designed by **Humphreys & Partners Architects**.

BLVD 745 is building a new 315-key hotel at the northwest corner of 4th and Spring Streets. It will be an 11-story building with 315 micro-rooms and 10-traditional rooms. The ground floor includes public meeting rooms, a bar and cafe for hotel guests.

Councilmember Buscaino represents the 15th district which includes the San Pedro neighborhood. This waterfront community is home to the Port of the Los Angeles and is now immediately connected to Downtown by Metro's Silver Line. Councilmember Buscaino believes in the future of San Pedro and is working to attract new investment.

Core Building Standards

This week CCA convened development industry experts and leaders from **Los Angeles Fire Department** and the **Department of Building and Safety** to kick off a dialogue about construction efficiency. We focused on understanding requirements from the LA Building code that affect building core size and if the requirements provide real value for occupants and first responders. There was also discussion about alternative approaches that reduce spatial requirements and have been used in other urban communities. Finally, we raised the possibility of enacting new opportunities for performance design. CCA has convened a working group to advance this topic and welcomes additional member input.

State Housing Legislation

Last week, the State legislature approved a housing package which includes: Senate Bill (SB) 2, SB 3, SB 35 and Assembly Bill (AB) 1505.

- SB 2 would add a \$75 fee on mortgage refinancing and most other real estate transactions except for home and commercial property sales and direct the money toward low-income housing financing.
- SB 3 would place a \$3 billion bond on the 2018 statewide ballot to help build affordable housing projects.
- SB 35 assists with enforcement of local housing production. The Regional Housing Need Assessment (RHNA) is mandated by State law and quantifies the need for housing within each jurisdiction during specified planning periods. Under SB 35, if cities are not on track to meet their RHNA goals, approval of zoning-compliant projects will be streamlined under certain State criteria including the payment of prevailing wage and compliant zoning. SB 35 will be in effect until January 1, 2026.
- AB 1505 authorizes city and county governments to establish inclusionary zoning requirements for rental housing development, a practice that was blocked following the Palmer/Sixth Street Properties V. City of Los Angeles (2009) court

decision. Among other restrictions, the State Department of Housing and Community Development has authority to review and potentially block any inclusionary requirements that exceed 15% of units for households earning less than 80% of area median income.

Draft Assessment of Fair Housing

The **Housing and Community Investment Department** (HCID) released its draft Assessment of Fair Housing, a plan for how the City will increase access to housing for people of diverse incomes and backgrounds. The plan's focus is on preservation, reducing displacement, and promoting construction and acquisition of income-restricted housing. Because our region's housing shortage is the root cause of the affordability crisis, CCA urged the City to also prioritize housing production and offered a number of recommendations for how to support more residential development. You can read the letter [here](#).

Sixth Street PARC Conceptual Design Selection

Based on several months of community outreach in Downtown and Boyle Heights, the Sixth Street PARC project team has selected the Canopy & Objects concept design. The community vastly preferred this concept that allows for flexible programming and a mix of sports facilities throughout the park. At this week's community meetings, the project team presented 3 sub-concepts: sports-focused, nature-focused and balanced with both. Additional feedback from the community included concerns about security, the lack of parking and emphasis on working with Metro to provide mobility options.

Church & State Celebrates Nine Years

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Nine years ago, [Church & State](#) opened in the old NABISCO building and started to change the Arts District into a culinary destination. In honor of the 9th anniversary, for the month of September, they are offering nine of their original menu items, at original prices! This menu is available this month from Monday through Fridays for lunch and dinner. They also have a delicious happy hour on weekdays from 5:30 pm - 7 pm, featuring \$1 oysters and other fabulous deals, as well as a cocktail for \$9 and wines for \$7.

CCA Members in the news

"It's a wonderful project and will provide much-needed housing in the area and commercial activity." - **Mark Chatoff, LA Fashion District Business Improvement District**
Curbed LA, [Planning Commission signs off on Fashion District's first high-rise](#), 9/14/17

"This outreach will provide Metro with case study information related to the needs that exist on the Metro system for homeless outreach, and a basis by which to advocate for resources through the county." - **Dave Sotero, Metro**
Curbed LA, [How Metro is responding to LA's homelessness crisis](#), 9/20/17

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"This part of Seventh Street has an amalgam of energy and activity that characterizes a really urban community. There's transportation, students, people wandering the streets, all sorts of things." - **Elsa Longhauser, Institute of Contemporary Art, Los Angeles**

LA Downtown News, [The ICA LA Brings More Art to the Arts District](#), 9/12/17

"Once a week, they meet with them, and it's accountability, it's business coaching, it's sometimes life coaching as founders struggle with relationships and how they're working together." - **Matt Petersen, LACI**

Marketplace, [This Los Angeles incubator wants to jumpstart the green economy](#), 9/15/17

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Congratulations to **Lupita Sanchez Cornejo**, Director of External Affairs at AT&T and CCA Board Member, for being appointed to the California Earthquake Early Warning Advisory Board.

Congratulations to **CHA:COL** for winning the [2017 Shaw Contract Design Awards](#) for their work on the "[Skybox](#)" at The Bloc.

Take the **DCBID**'s 10-minute [survey](#) to share your views on DTLA, and be entered to win prizes like a night at Staples Center, a Hotel Indigo Staycation or a gift package from Whole Foods.

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